1. (original) A computer system comprising:

    a storage medium having stored therein a plurality of programming instructions to implement a set of communication services for receiving on behalf of a plurality of offeror content providers within a call service community, an indication from an offeree acknowledging acceptance of an offer to provide assistance presented to the offeree by one of the plurality of offeror content providers, the assistance to be selectively facilitated by one of a plurality of independent agents who are independent of the offeror content providers based oat least in part upon one or more attributes; and

    an execution unit coupled to the storage medium for executing the plurality of programming instructions.

2. (original) The computer system of claim 1, wherein the call service community comprises a plurality of data queues.

3. (original) The computer system of claim 2, wherein the indication from the offeree is registered in at least one of the plurality of data queues.

4. (original) The computer system of claim 2, wherein select ones of the plurality of data queues are each associated with one or more subject matters.

5. (original) The computer system of claim 4, wherein the indication from the offeree is generated in response to the offeree selecting a hyperlink displayed in association with a web page sponsored by the offeror.

6. (original) The computer system of claim 5, wherein the indication is registered in a data queue having a subject matter that corresponds to a topic associated with the hypertext link.

7. (original) The computer system of claim 4, wherein the indication from the offeree is

generated in response to the offeree selecting one of a plurality of hypertext links displayed by the computer system in association with a web page sponsored by the call service community.

8. (original) The computer system of claim 1, wherein the indication from the offeree comprises the form of an electronic question posed by the offeree in association with content provided by one of the plurality of offeror content providers, and corresponding to at least one of a plurality of subject matters.

9. (original) The computer system of claim 8, further comprising a plurality of topically organized data queues, wherein select ones of the queues are dynamically generated based at least in part upon the one or more subject matters determined to be associated with the electronic question.

10. (original) The computer system of claim 9, wherein the assistance is selectively facilitated by one of the plurality of independent agents based upon the one or more subject corresponding to the electronic question.

11. (original) The computer system of claim 1, wherein the assistance is selectively facilitated by one of the plurality of independent agents based upon a value assigned to the assistance by the plurality of independent agents.

12. (original) The computer system of claim 11, wherein the value is a monetary value.

13. (original) The computer system of claim 11, wherein the plurality of independent agents bid against each other to obtain a right to facilitate the assistance.

14. (currently amended) A computer system comprising:

a storage medium having stored therein a plurality of programming instructions to implement a set of communication services on the computer system for offering assistance to an offeree on behalf of an offeror, the assistance to be selectively facilitated in

association with a call center community by one of a plurality of independent agents who are independent of the offeror in response to the offeree accepting the offer to provide assistance; and

an execution unit coupled to the storage medium for executing the plurality of programming instructions.

15. (original) The computer system of claim 14, wherein the call service community comprises a plurality of data queues.

16. (original) The computer system of claim 15, wherein an indication of the offeree's acceptance is registered in at least one of the plurality of data queues.

17. (original) The computer system of claim 15, wherein select ones of the plurality of data queues are each associated with a topical subject matter.

18. (original) The computer system of claim 17, wherein an indication of the offeree's acceptance is generated in response to the offeree selecting a hyperlink displayed in association with a web page sponsored by the offeror.

19. (original) The computer system of claim 18, wherein the indication is registered in a data queue having a topical subject matter that corresponds to a topic associated with the hypertext link.

20. (original) The computer system of claim 17, wherein an indication of the offeree's acceptance is generated in response to the offeree selecting one of a plurality of hypertext links displayed by the computer system in association with a web page sponsored by the call service community.

21. (original) The computer system of claim 14, wherein the indication from the offeree comprises the form of an electronic question posed by the offeree in association with content provided by one of the plurality of offeror content providers, and corresponding to

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at least one of a plurality of subject matters.

22. (original) The computer system of claim 21, further comprising a plurality of topically organized data queues, wherein select ones of the queues are dynamically generated based at least in part upon the one or more subject matters determined to be associated with the electronic question.

23. (original) The computer system of claim 22, wherein the assistance is selectively facilitated by one of the plurality of independent agents based upon the one or more subject matters corresponding to the electronic question.

24. (original) The computer system of claim 14, wherein the assistance is selectively facilitated by one of the plurality of independent agents based upon a value assigned to the assistance by the plurality of independent agents.

25. (original) The computer system of claim 24, wherein the value is a monetary value.

26. (original) The computer system of claim 24, wherein the plurality of independent agents bid against each other to obtain a right to facilitate the assistance.

27. (currently amended) A computer system comprising:

a storage medium having stored therein a plurality of programming instructions to implement a set of communication services on the computer system to selectively facilitate providing provide assistance to an offeree, based at least in part upon the offeree acknowledging acceptance of an offer for the assistance generated in association with a call center community on behalf of an offeror content provider; and

an execution unit coupled to the storage medium for executing the plurality of programming instructions;

wherein the assistance is selectively facilitated by one of a plurality of independent agents who are independent of the offeror content provider.

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28. (original) The computer system of claim 27, wherein the call service community comprises a plurality of data queues.

29. (original) The computer system of claim 28, wherein select ones of the plurality of data queues are each associated with subject matters.

30. (original) The computer system of claim 28, wherein acknowledging acceptance of the offer further comprises transmitting an indicator to the offeror content provider.

31. (original) The computer system of claim 30, wherein the indication from the offeree is generated in response to the offeree selecting a hyperlink displayed in association with a web page sponsored by the offeror.

32. (original) The computer system of claim 31, wherein the indication is registered in a data queue having a topical subject matter that corresponds to a topic associated with the hypertext link.

33. (original) The computer system of claim 29, wherein the indication from the offeree is generated in response to the offeree selecting one of a plurality of hypertext links displayed by the computer system in association with a web page sponsored by the call service community.

34. (original) The computer system of claim 27, wherein the indication from the offeree comprises the form of an electronic question posed by the offeree in association with content provided by one of the plurality of offeor content providers, and corresponding to at least one of a plurality of subject matters.

35. (original) The computer system of claim 34, further comprising a plurality of topically organized data queues, wherein select ones of the queues are dynamically generated based at least in part upon the one or more subject matters determined to be associated with the electronic question.

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36. (original) The computer system of claim 35, wherein the assistance is selectively facilitated by one of the plurality of independent agents based upon the one or more subject matters corresponding to the electronic question.

37. (original) The computer system of claim 27, wherein the assistance is selectively facilitated by one of the plurality of independent agents based upon a value assigned to the assistance by the plurality of independent agents.

38. (original) The computer system of claim 36, wherein the value is a monetary value.

39. (original) The computer system of claim 37, wherein the plurality of independent agents bid against each other to obtain a right to facilitate the assistance.